Arthritis and your Teeth

Dr. Gordon explains, “When fearful or phobic people watch the video and see instruments and different dental procedures, they can become more familiar and less threatened by the dental environment.”

While conventional anxiety treatment options are standard in his day-to-day practice, Dr. Gordon has started to put informative video content on his website www.dentallongfortzone.com in 2006 and on YouTube the following year. The extremely popular video sharing website, acquired by Google for US$1,65 billion in 2006, allows millions of users to upload, view and share video clips worldwide. Dr. Gordon’s range of videos, produced by Swamp Queen Productions, a local production company, includes topics like painless dentistry and dental fears, as well as clinical videos on root canal, extractions and other procedures like air abrasion or cosmetics. In his opinion, a good Web site can be the deciding factor in whether the patient ultimately calls the office. “It has been exciting for me to share what I do with people in my own area and around the world,” he told Dental Tribune in an exclusive interview. With the rise and popularity of reality television shows like Dr 90210, The Swan or Extreme Makeover, people are more open to seeing clinical content in a realistic way. “Not every fearful patient will benefit from watching my clinical videos, but some will. This technique is well known in behavioral psychology, and is called systematic desensitization or graduated exposure therapy.”

Arthritis and your Teeth

Claudia Swobick

Dr. Jerry Gordon runs his own private practice in Bensalem, a 60,000 people township in Pennsylvania.

As a general practitioner, Dr. Jerry Gordon uses similar techniques. After completing his educational career at Rutgers University and the University of Medicine and Dentistry in New Jersey (UMDNJ) and a general practice residency at The Monmouth Medical Center in New York, he meanwhile states. “One patient even travelled from New York City to my office (about 100 miles) for a root canal because she had read about me in The New York Times and then watched the video on YouTube.”

Reactions from colleagues were mixed. “I got a few dentists, especially some endodontists, that nippedicked the video a bit. Fellow dentists asked me for some tips and liked my technique, so I guess that even it out. The most gratifying feedback is by apprehensive people who are in need of a root canal and are helped by the video,” Gordon states.

After having seen the videos on YouTube, several dentists have also contacted him about other important causes he is working on, like the treatment of retired American Football Players. “Having videos on YouTube can considerably broaden the scope of people who know about your practice, and what you are doing in your community. It is my hope that people can overcome their fear of dentists and dentistry, if only in small part, watching some of my videos.”

Gordon plans to further extend his video marketing in the future. Excerpts of his testimonial and clinical videos will be used for TV commercials and radio spots. “We have the capability to have our videos available for news or special interest segments if the need arises,” he concludes.

Dental videos featured on YouTube

Dr. Jerry Gordon from the US uses popular video sharing website to help patients conquer their fear of the dentist

Claudia Swobick

Dr. Jerry Gordon uses similar video sharing website in his day-to-day practice, Dr. Gordon has started to put informative video content on his website www.dentallongfortzone.com in 2006 and on YouTube the following year. Dr. Gordon’s range of videos, produced by Swamp Queen Productions, a local production company, includes topics like painless dentistry and dental fears, as well as clinical videos on root canal, extractions and other procedures like air abrasion or cosmetics. Dr. Gordon’s videos market himself on YouTube.

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Hearing about content is not present at all in the

least developed countries. Researchers in the Oklahoma Research Foundation say it raises questions about a link between X-rays and Sjögren’s syndrome. Studies have now shown that the use of bisphosphonates, such as Fosamax or Aronel, for osteoporosis, along with invasive dental work, such as a tooth extraction, may lead to an increased risk of an uncommon but serious complication of osteonecrosis of the jaw. Osteonecrosis is the break down and eventual collapse of bone resulting from the loss of blood supply to bone tissue. Symptoms may include pain, swelling or infection of the gums or jaw, gums that are not healing, loose teeth, numbness or a feeling of heaviness of the area under the jaw, researchers say. Researchers are not sure exactly how bisphosphonates contribute to osteonecrosis of the jaw.